

1 **CLAIMS**

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3 **1.** A method, comprising:

4 receiving a request from a client to view a web page that includes one or  
5 more selectable links;

6 inspecting each of the one or more selectable links to determine if the links  
7 contain a link identifier;

8 replacing each link identified as containing a link identifier with a modified  
9 link that contains a tracking identifier for use in a tracking system;

10 injecting client-side tracking code into the web page, the client-side  
11 tracking code being configured to run tracking procedures on the client when a  
12 link is selected;

13 loading the web page so that the web page is viewable at the client;

14 monitoring for a selection of one of the one or more selectable links; and

15 when a selectable link is selected, communicating with the client to initiate  
16 the client-side tracking code to execute a tracking function that records  
17 information related to the selectable link in a log file.

18  
19 **2.** The method as recited in claim 1, wherein the link identifier further  
20 comprises an area identifier that identifies an area on the web page in which the  
21 selectable link is located.

22  
23 **3.** The method as recited in claim 1, wherein the link identifier further  
24 comprises a link type identifier that identifies a type of link of the selectable link.  
25

1       4. The method as recited in claim 1, wherein the tracking identifier  
2 further comprises a container identifier that identifies a container in which the  
3 selectable link is located.

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5       5. The method as recited in claim 4, wherein the tracking identifier  
6 further comprises a link index that is an index of the selectable link inside the  
7 container that is identified by the container identifier.

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9       6. The method as recited in claim 1, further comprising the step of  
10 confirming that the web page loaded properly and is viewable at the client before  
11 proceeding with the tracking function.

12  
13       7. The method as recited in claim 1, wherein the information related to  
14 the selectable link further comprises a web page on which the selectable link is  
15 located and an area of the web page in which the selectable link is located.

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17       8. The method as recited in claim 1, further comprising terminating the  
18 processing of further steps if the selectable link does not include a link identifier.

19  
20       9. A system, comprising:  
21 web content in the form of one or multiple web pages, at least one web  
22 page containing at least one selectable link that includes a link identifier;  
23 a tracking module configured to:  
24 replace the selectable link with a modified link that includes a  
25 tracking identifier in place of the link identifier of the selectable link;

1 inject client-side tracking code into the web page that contains the  
2 selectable link; and  
3 call the client-side tracking code to execute and initiate a tracking  
4 event with a tracking system when the selectable link is selected.  
5

6 **10.** The system as recited in claim 9, wherein the link identifier further  
7 comprises an area identifier that identifies an area of the web page on which the  
8 selectable link is located.  
9

10 **11.** The system as recited in claim 9, wherein the link identifier further  
11 comprises a link type identifier that identifies a type of link of the selectable link.  
12

13 **12.** The system as recited in claim 9, wherein the tracking module does  
14 not execute if the selectable link does not contain a link identifier.  
15

16 **13.** The system as recited in claim 9, wherein the tracking identifier  
17 further comprises a container identifier that identifies a container in which the  
18 selectable link is located.  
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20 **14.** The system as recited in claim 9, wherein the tracking identifier  
21 further comprises the link identifier included in the original selectable link.  
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1       15.    The system as recited in claim 9, wherein the tracking identifier  
2 further comprises a modified link identifier that is different from the link identifier  
3 that is included in the original selectable link.  
4

5       16.    The system as recited in claim 9, wherein the client-side tracking  
6 code is further configured to test a connection with the tracking system and skip  
7 the tracking event if the tracking system does not respond to the client within a  
8 specified timeout period.  
9

10       17.   The system as recited in claim 16, wherein the specified timeout  
11 period further comprises one and one-half seconds.  
12

13       18.   One or more computer-readable media containing computer-  
14 executable instructions that, when executed on a computer, perform the following  
15 steps:

16       replacing selectable tracking links in a requested web page with modified  
17 selectable links that each include a tracking identifier for use with a tracking  
18 system;

19       injecting client-side code into the requested web page, the client-side code  
20 being configured to run to initiate a tracking event when a modified selectable link  
21 is selected;

22       initiating execution of the client-side code upon determining that a  
23 selectable link has been selected at the client; and

24       providing tracking information to a tracking system configured to log  
25 information related to the selectable link and the selection thereof.

1  
2           **19.**   The one or more computer-readable media as recited in claim 18,  
3 wherein the selectable tracking links are identified by inclusion of a link identifier  
4 in each selectable tracking link.  
5

6           **20.**   The one or more computer-readable media as recited in claim 19,  
7 wherein the link identifier further comprises an area identifier that identifies an  
8 area of the web page in which a selectable tracking link that contains the link  
9 identifier is located.  
10

11           **21.**   The one or more computer-readable media as recited in claim 19,  
12 wherein the link identifier further comprises a link type identifier that identifies a  
13 type of link of a selectable tracking link that contains the link identifier.  
14

15           **22.**   The one or more computer-readable media as recited in claim 18  
16 wherein the tracking identifier further comprises a container identifier that  
17 identifies a container that includes the selectable tracking link that contains the  
18 link identifier.  
19

20           **23.**   The one or more computer-readable media as recited in claim 22  
21 wherein the tracking identifier further comprises an index that identifies a location  
22 of selectable tracking link inside the container that is identified by the container  
23 identifier.  
24  
25

1           **24.**    The one or more computer-readable media as recited in claim 18,  
2 wherein the tracking information further comprises information identifying the  
3 web page.

4  
5           **25.**    The one or more computer-readable media as recited in claim 18,  
6 wherein the tracking information further comprises information identifying a  
7 location of the selectable tracking link on the web page.

8  
9           **26.**    The one or more computer-readable media as recited in claim 18,  
10 wherein the tracking information further comprises page view information.